ADVERTISING RATES

(1995/1996 School Year)

SPONSOR LEVEL PARTICIPATION

- One ad panel per issue for full school year; eight ads total
- $545,000
- Includes free Big Picture Online participation.
- Exclusivity in each display case location
- Rotation among display case locations
- Prominent identification in Teachers' Guide

FOUR-COLOR RATES

Frequency	Cost Per Panel
1x	$88,000
3x	79,000
6x	73,000
8x (Sponsor Level)	68,000

Big Picture
costs less than
$.48 per school
per day.

2047895172

Source: https://www.industrydocuments.ucsf.edu/docs/xkml0000

ABOUT MAIN STREET MEDIA, LLC

Big Picture is published by Main Street Media, LLC, a communications company specializing in education and healthcare media. MSM was founded in 1994 to provide specialized media systems for the kids market in schools and other out-of-home locations. Mike Huddleston, formerly Senior Vice President with Whittle Communications, is founder and president.

A joint venture partner in Main Street Media is Applied Learning Technologies, an educational CD-ROM publisher of school-based curriculum programs. ALT, which was founded by Bill Nelson in Nashville, Tennessee, is also affiliated with Peabody College of Education at Vanderbilt University.

Media Development Group, Incorporated, of Knoxville, Tennessee, is a strategic partner in the publication of the *Big Picture.* Founded by Keith Bellows and Randall H. Duckett, MDG created the editorial design for the new *Big Picture* and is responsible for the ongoing editorial production of the posters, Teachers' Guide, and Big Picture Online.

Main Street Media LLC also produces the *People* Health and Fitness Network in partnership with *People* magazine. This healthy lifestyles publication is distributed in over 1,000 health and fitness clubs in top U.S. markets.

For more information, write or call
Main Street Media, LLC
1110 Whitehall St.
Maryville, TN 37803
800-451-1749

MAIN STREET MEDIA, LLC

Founder and President:
Mike Huddleston

Publisher:
Terry Bateman

Advertising Sales:

California	*Tennessee*	*New York*
Dorian Adams	Jim Omastiak	Doug Fierro
805 682-5800	800 451-1749	212 787-5381

Production Coordinator
John Faber

Editorial Directors:
Keith Bellows and Randall H. Duckett

Art Director: Ken Smith

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Source: https://www.industrydocuments.ucsf.edu/docs/xkml0000

BIG PICTURE

THE IN-SCHOOL INFORMATION CENTER FOR KIDS

Big Picture is a magazine on the wall in more than 7,500 American elementary schools. It engages and educates more than 3.5 million K–8 students with bold, colorful graphics; clear, concise information; and involving interactive elements. It brings knowledge alive by showing rather than telling and makes learning fun by expanding kids' knowledge and sparking their imaginations.

America's kids spend at least 20% of their time in school

Eight times a year, the three Big Picture posters focus on topics in the curriculum areas of Science, Social Studies, Math, or Language Arts. Past issues have featured:

- ANCIENT EGYPT
- DINOSAURS
- WHALES
- FAIRY TALES
- INVENTIONS
- STARS
- WATER
- MAPS
- THE RAIN FOREST
- ENDANGERED ANIMALS
- INSECTS
- PRESIDENTS
- VOLCANOES
- WEATHER

EDPRESS

Big Picture has won awards for editorial and graphic excellence from such organizations as the Education Press Association of America, *Art Direction Magazine*, and *Magazine Design and Production*. Its editors and art directors have more than half a century of combined experience creating publications for American students. They work with experienced writers, illustrators, and photographers to package knowledge in a way that's tailored to the attitudes and tastes of today's kids. They talk with experts around the world to assure that the information presented is engaging and accurate. And guest editors from major museums and institutions contribute expertise and resources to help make *Big Picture* a credible, authoritative source of information that's highly respected by America's elementary school teachers.

"This is a fine program! Thanks for making it available!"

Don Keller

Willamina Elementary School
Willamina, OR

Big Picture is complemented by the *Big Picture Teachers' Guide*, which offers educators ideas for ways to use the posters in their classrooms, and Big Picture Online, a interactive learning network for teachers and students.Together, they are a tool for America's schools that helps them fulfill their core mission: educating children. In an era of tight funding for education, *Big Picture* is a much appreciated resource—a high-quality, cost-free way to enhance the school environment and student achievement.

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Source: https://www.industrydocuments.ucsf.edu/docs/xkml0000

BIG PICTURE TEACHERS' GUIDE

The *Big Picture Teachers Guide* brings *Big Picture* into the classroom by offering the more than 200,000 educators in subscriber schools ideas for using the posters in their daily lessons. It supplements and enhances *Big Picture* through suggested learning activities for each week of the posting period, answers to the Big Questions, definitions for the Big Words, and the solution to the Big Mystery. Teachers use the suggestions to create lesson plans and make student assignments, prompting repeat reading of the posters. Periodic questionnaires also allow teachers to offer feedback on *Big Picture*, to suggest ideas for future topics, and to tell us about themselves.

"Thank you! Thank you! Thank you! We missed you!"

Sister H. Ann Jones
St. John School
Tucson, AZ

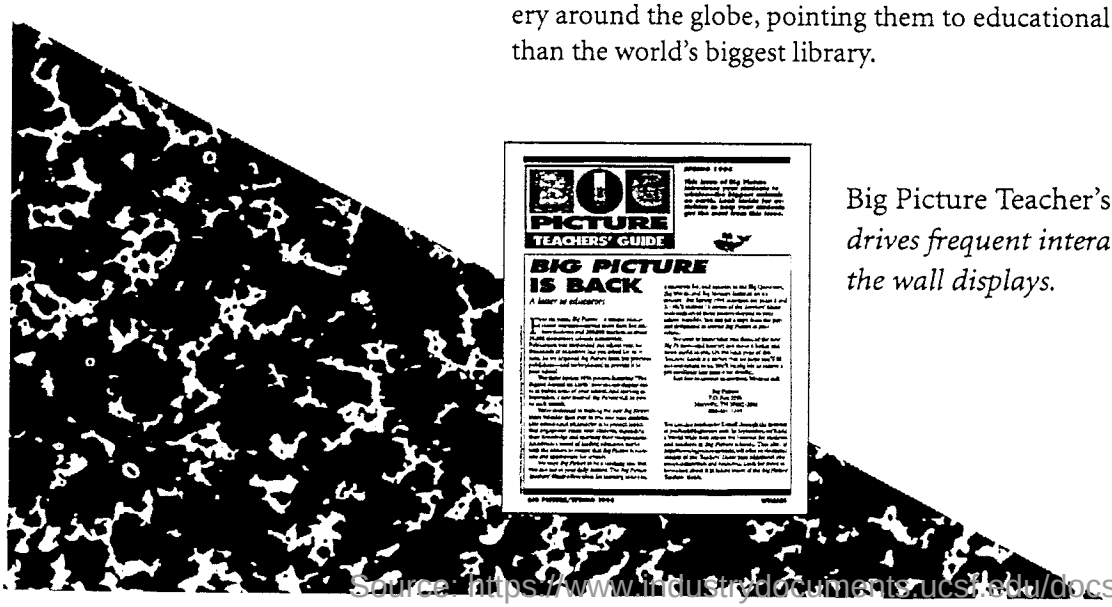
BIG PICTURE ONLINE
http://www.bigpicture.com/abc

More and more, computers are rivaling pencil and paper as a primary educational tool in schools. To keep up with the needs and interests of students and teachers, *Big Picture* has created an online learning site on the Internet,to which the U.S. Department of Education estimates 35 percent of the nation's public schools have access, with more joining each day. Big Picture Online's mission is to be a gathering place for kids to explore the world of digital knowledge and to be a resource center for educators.

"I am very pleased that the program is continuing! Many teachers requested posters to use in the classroom after the posting period."

Edrye Boraten
James W. Parker Middle School
Edinboro, PA

Big Picture Online features electronic versions of each issue of *Big Picture* and *Big Picture Teachers' Guide*. Back issues of both publications are available at the click of a mouse button. It also includes a library of multimedia resources that teachers can download and use in their lessons and an electronic bulletin board where students and teachers can post questions and get answers from the world's leading experts on the topics featured on *Big Picture* posters. But beyond that, it offers students an ever-changing educational adventure, a home base from which to explore the vast amount of knowledge available on the Internet. Through carefully selected links to other World Wide Web sites, Big Picture Online takes kids on a marvelous journey of discovery around the globe, pointing them to educational resources vaster than the world's biggest library.



Big Picture Teacher's Guide *drives frequent interaction with the wall displays.*

20478951 75

Source: https://www.industrydocuments.ucsf.edu/docs/xkml0000

EDITORIAL CALENDAR 1995/1996

SEPTEMBER 1995

Meet Mark Twain

The fascinating life and times of the man who created Tom Sawyer, Huck Finn, and the Jumping Frogs of Calaveras County.

OCTOBER 1995

Astronauts in Training: A Week at Space Camp

Behind the scenes at the U.S. Space and Rocket Center in Huntsville, Alabama, as kids learn about what it takes to shoot for the stars.

NOVEMBER/DECEMBER 1995

Inside Computers

How computers have changed kids' lives and an easy-to-understand introduction to how they work.

JANUARY 1996

The Eyes Have It

A look at sight in humans and members of the animal kingdom.

FEBRUARY 1996

Pharaohs and Pyramids

A journey back in time to examine the mysteries of an Ancient civilization.

MARCH 1996

Super Spiders

An enlightened look at not-so-scary eight-legged web spinners.

APRIL 1996

Earth Day/Wonderful Wetlands

How threats to wetlands affect animal and plant life and why it's important to protect them.

MAY/JUNE 1996

The Olympics

Learning math, geography, and other lessons from the upcoming Atlanta Games.

The publishers of Big Picture reserve the right to modify the editorial calendar at any time.

"Thank you! We've missed the posters!"

Walton E. Burns

Rincon Elementary School
Rincon, GA

"Thank you! So glad you'll be active again!"

Kathleen Kajor

St. Charles School
San Carlos, AZ

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Source: https://www.industrydocuments.ucsf.edu/docs/xkml0000

ADVISORY BOARD

Big Picture maintains an advisory board of teachers to assure the material it presents is educationally valuable, appropriate, and useful to elementary school educators and students. Board members are all current State Teachers of the Year. Members for the 1995/96 school year:

Linda Adamson
1995 Maryland Teacher of the Year
Mayo Elementary School
Mayo, Maryland

Patti Avallone
1995 Connecticut Teacher of the Year
Harry M. Bailey Middle School
West Haven, Connecticut

Pam Burish
1995 Tennessee Teacher of the Year
Eakin School
Nashville, Tennessee

Lynn Gaddis
1995 Illinois Teacher of the Year
Pepper Ridge Elementary School
Bloomington ,Illinois

Kathryn McFarland
1995 Washington Teacher of the Year
Pioneer Valley Elementary School
Spanaway, WA

Molly Merry
1995 Colorado State Teacher of the Year
Exploratory School
Canon City, CO

Steve Ricks
1995 Alabama State Teacher of the Year
Childersburg Middle School
Childersburg, AL

BIG PICTURE REPORT CARD*

POSTERS' EDUCATIONAL VALUE	**A**
POSTERS' GRAPHICS	**A**
TEACHERS' GUIDE CONTENT	**A**
TEACHERS' GUIDE GRAPHICS	**B**

(Okay, we'll try harder)

Teachers' grades for the spring 1995 issue

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Source: https://www.industrydocuments.ucsf.edu/docs/xkml0000

BIG PICTURE

ADVERTISING INFORMATION

Big Picture has worked for its marketing partners for seven years because of the powerful impact of its large display advertising in high-traffic areas of schools across the country. It delivers the hard-to-reach 6- to 12-year-old market during the day, when no other media can reach them.

REACH

- 7,500 Schools
- 3.5 Million Kids
- 200,000 Teachers

Big Picture appears in over 7,500 elementary schools nationwide and is read by more than 3.5 million students and 200,000 teachers. Students are exposed to *Big Picture* every day because of the inescapable physical presence of the display cases in high traffic areas of the school.

FREQUENCY

- Daily Exposure in the School

Big Picture is published eight times during the school year (September to June). The display cases are located in high-traffic areas of schools, assuring the opportunity for multiple exposures daily.

UNIVERSE

- Top 65 DMA's
- 94 out of top 100 DMA's
- 7,500 schools in 46 states

There are three posters per issue, with three ad panels each, for a total of nine ad panels per issue, offering excellent editorial adjacency and uncluttered exposures.

AUDITS AND VERIFICATION

- *Big Picture* sponsors an independent posting audit and student universe verification by Spar/Burgoyne. Scheduled for Fall 1995 and Spring 1996.

- Member of the Audit Bureau of Circulation

BIG REACH.

BIG IMPACT.

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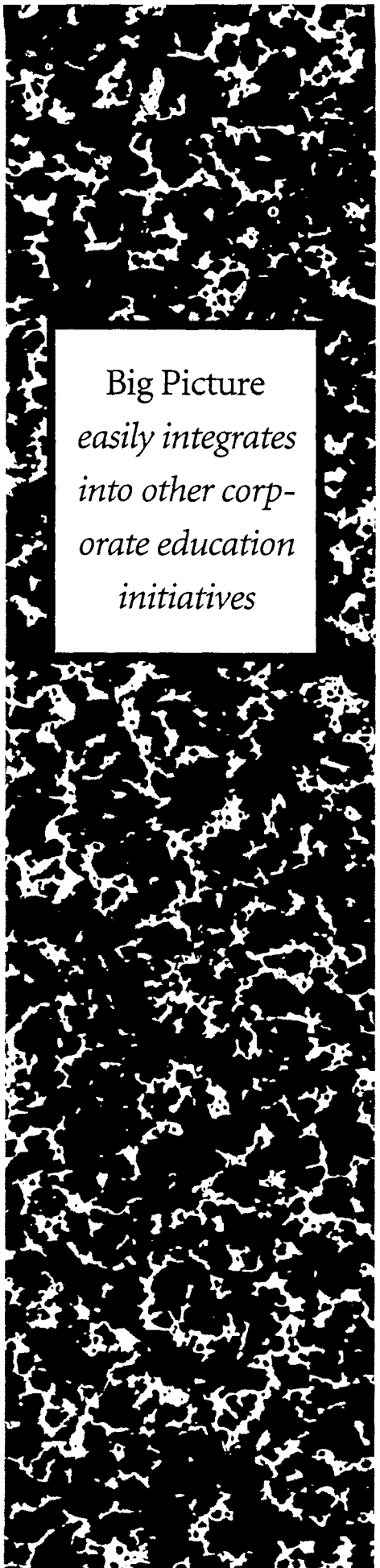
DAILY FREQUENCY.

Kids spend an estimated $14.4 billion per year and directly influence another $130 billion

Source: https://www.industrydocuments.ucsf.edu/docs/xkml0000



DEADLINES

Issue Date	Closing Date	Posting Date
September 1995	8/15/95	9/7/95
October 1995	9/14/95	10/9/95
November/December 1995	10/13/95	11/13/95
January 1996	12/1/95	1/2/96
February 1996	1/2/95	2/1/96
March 1996	2/2/95	3/4/96
April 1996	3/4/95	4/1/96
May/June 1996	4/1/95	5/1/96

AD SPECIFICATIONS

Space	Live Area (Safety for Type)	Visible Area	Bleed
Single Ad	9 1/2" X 21 1/3"	10 1/2" X 22 1/3"	11 1/2" X 23 1/3"
Double Ad	9 1/2" X 44 2/3"	10 1/2" X 45 2/3"	11 1/2" X 46 1/3"
Triple Ad	9 1/2" X 68"	10 1/2" X 69"	11 1/2" X 70"

FILM REQUIREMENTS

- Four-color (process colors) positive film
- Right reading
- Emulsion side down
- 150 line screen with register center marks
- Two sets of progressive proofs

SHIPPING INSTRUCTIONS

Send all material with a copy of the insertion order and printing instructions to

Main Street Media, LLC
1110 Whitehall St.
Maryville, TN 37803

For questions call: 800-451-1749

All material should include copy instructions and inserting orders that detail in which issue the ad is scheduled to run.

Main Street Media assumes no responsibility for advertising materials submitted other than as expressly agreed in writing and, in the absence of disposition instructions, such materials will be scrapped seven months after issue date.

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Source: https://www.industrydocuments.ucsf.edu/docs/xkml0000

DISTRIBUTION AND READERSHIP

Big Picture appears in an environment in which kids spend over 20% of their lives, schools. It's an impossible-to-ignore presence for 6 to 8 hours a day, 180 days a year. Kids grow up with *Big Picture*, from early readers in kindergarten who respond to its colorful visuals to 8th graders who are stimulated by its interactive features.

Big Picture is provided completely free to schools; it is entirely advertiser supported. More than 7,500 elementary schools nationwide enrolling over 3.5 million students have signed up to receive it. Penetration of the elementary school student universe is estimated at 14 percent.

Big Picture *appears in 94 of the top 100 DMA's.*

The three *Big Picture* posters per issue are placed in display cases permanently attached to walls in high-traffic, public areas of the schools, such as the cafeteria or main hallways. Students stop and read *Big Picture* before and after school, and during recesses, lunch, and other class breaks.

Posters are shipped to and placed in the display cases by a member of the school staff designated by the principal. Unbreakable plexiglass protects the posters from damage or vandalism.

BIG PICTURE DISPLAY LOCATIONS IN SCHOOLS

Location	Percentage of Posters
Cafeteria	23%
Main Hallway	16%
Side Hallway	13%
Gym	8%
Outside principal's office	8%
Library	8%
Main Entrance	6%
Multi-purpose room	5%
All other	13%
	100%

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Source: https://www.industrydocuments.ucsf.edu/docs/xkml0000

GENERAL INFORMATION

All advertisements are accepted and published upon the representation that the agency and the advertiser are authorized to publish the entire contents and subject matter thereof. In consideration of the publication of the advertisements, the advertiser and agency will indemnify and save Main Street Media harmless from and against any loss or expense arising from publication of such advertisements, including without limitation those resulting from claims or suits for libel, violation of the right of publicity or privacy, plagiarism, or copyright infringement. It is understood that the advertiser and agency are jointly and severally liable for the payment of invoices for advertising published. In consideration of Main Street Media's review for acceptance of any advertising for publication, the agency and advertiser agree not to make promotional or merchandising reference to Big Picture in any way except with the prior permission of the Main Street Media in any instance.

Children view print advertising as most truthful followed by radio, TV and comic books
1993 Simmons Kids Study

Main Street Media shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue or issues because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the Main Street Media.

Main Street Media reviews all advertising and reserves the right to request changes to or deny publication of any material it deems inappropriate for any reason for the elementary school environment.

The number of families with kids in the household is higher than anytime in history including the 1950's.
U.S. Census Bureau

CONTACT INFORMATION

Mike Huddleston
Main Street Media, LLC
1110 Whitehall St.
Maryville, TN 37803
800-451-1749

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Source: https://www.industrydocuments.ucsf.edu/docs/xkml0000

IMAGE
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AVAILABLE
ONLINE

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